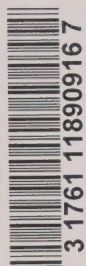


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OFFICE OF FRANCOPHONE AFFAIRS

1998-1999 Business plan








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# OFFICE OF FRANCOPHONE AFFAIRS

## 1998-1999 Business Plan



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## MESSAGE FROM THE MINISTER



Hon. Noble A.  
Villeneuve

The Office of Francophone Affairs remains the lead advisor to the Government in matters related to French language services and Francophone issues. The Office supports the Government's key priorities and contributes to the promotion of Ontario as the best jurisdiction in which to live, work and raise a family. Francophones in Ontario have good reasons to look forward to 1998-1999 as a turning point for French language services.

The Office will continue to work with key ministries involved in Local Services Realignment initiative in order to ensure that French language services are protected in the transfer of government services and programs to municipalities.

In September, the twelve (12) new French language school boards will start operating, under a funding formula that is fair and equitable, focussing spending on the classroom and recognizing the particular needs of French-speaking students across the province. This is an historic moment and this Government is proud to play a part in it. Francophone students, whether in rural or urban areas, will now be guaranteed the same quality education.

The Office will promote the social and economic advantages of Ontario's bilingual workforce and French language resources. It will foster entrepreneurship and partnerships within the Francophone community.

As the data from the 1996 Census is tabulated by Statistics Canada, the Office will perform a thorough analysis of the French-speaking population of Ontario and will publish the results, sector by sector. Such data, in turn, will help the Government to plan and provide quality and cost-effective health, education, justice, personal safety and social services in French.

Finally, it is my pleasure to inform you that, in the past three years, this Government has significantly increased the number of designated health, social service and justice agencies providing services in French all over the province, bringing the total to 184.

A handwritten signature in dark ink, appearing to read 'Noble A. Villeneuve'.

The Honourable Noble A. Villeneuve  
Minister Responsible for Francophone Affairs

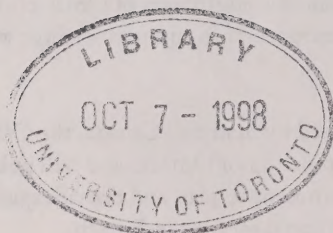


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## MINISTRY VISION

The Office of Francophone Affairs is the Ontario Government's main source of expertise on Francophone affairs and French language services. It provides information on the province's French-speaking population to other levels of government and the public, and co-ordinates the government-wide delivery of French language services in the 23 areas designated under the French Language Services Act.

The Office's vision is to ensure that Francophones have access to provincial government services in French and that they contribute to the social, economic and political life of the province, while maintaining their language and culture.



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# ANNUAL REPORT ON KEY ACHIEVEMENTS AND COMMITMENTS

## 1997-98 Achievements

One of the main objectives of the Office of Francophone Affairs is to improve client services in French and to ensure that the Francophone community has access to these services. To achieve this goal, the Office worked closely with ministries to develop a new corporate approach in order to refocus and strengthen the delivery of French language services in Ontario.

In the area of Local Services Realignment (transfers of services to municipalities), the Office worked in partnership with key ministries to develop strategies to maintain the same levels of quality services in French in the twenty-three (23) designated areas of the province.

The Office completed a survey of client satisfaction regarding its communications tools and strategies. The survey results were analysed and the client satisfaction target rate of 80 % was met. The Government has also met its goal of maintaining a 75% rate of designated positions filled by French-speaking staff.

Because the Office has developed a certain expertise with regards to consulting the Francophone community, it organized - with the Ministry of Intergovernmental Affairs - a consultation of Francophones on the Calgary Framework on National Unity. Results of the consultation were incorporated into the Ministry's final report.

An ongoing objective of the Office is to increase the number of service delivery partners capable of providing their services in French. An additional six (6) agencies were designated this year in the area of health, social services and training, bringing the total number of designated agencies to one hundred and eighty-four (184).

In partnership with Publications Ontario, a system was put in place to better monitor the availability of French language publications. In addition, the exemption from translation for specialized and technical documents was renewed on a permanent basis.

Finally, the Office launched a new Economic Development Fund with a focus on Francophone youth. Over a dozen projects with an economic development focus were approved in the first six (6) months of operation of this program.

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## 1998-99 Commitments

The Office will continue to work with its stakeholders to advise the Government on French language services. The Office will keep working in partnership with key ministries involved in Local Services Realignment (transfers of services to municipalities) to ensure the provision of French language services. The Office will develop with ministries a corporate mechanism to assess client satisfaction with French language services.

Francophone women who are victims of violence do not have access to the same range of services in French as that which is available in English. In cooperation with its ministry and community partners, the Office will develop and coordinate the implementation of a French language services action plan to ensure that Francophone women who are victims of violence receive key services in French.

On behalf of the Government of Ontario, the Office will secure a five-year agreement with the Government of Canada in order to promote the cultural and economic development of the Francophone community and enhance Government services in French.

With the objective of promoting the added value of Ontario's bilingual and French language resources, and sustaining the economic development of the Francophone community, the Office will initiate a database of Ontario's enterprises, institutions and community organizations with a bilingual capacity. It will also develop and distribute information material on Francophones and their organizations. Also, the Office will consult its clients and partners regarding the improvements to be made to the Office's and the Government's Francophone economic development activities.

The Office will revamp its communications tools in order to maximize their usefulness and outreach, and will contact an additional twenty (20) per cent of French households through direct mail strategies.



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# CORE BUSINESSES

## Core Business 1

The Office of Francophone Affairs is the **key advisor to the Government on issues related to Francophone Affairs**. The Office provides advice, information and support to all ministries and agencies as well as strategic policy development to reflect the Government's commitment to its minority official language community in areas such as education, health, justice, employment and personal safety.

## Core Business 2

The Office of Francophone Affairs **fosters the Francophone community's contribution to the social, economic and political life of the province** by providing relevant and timely information on French language programs, services and resources. This information in turn supports the community's activities related to the preservation of Francophones' language and culture.

## Core Business 3

By promoting the economic and social advantages of the Francophone population, the Office of Francophone Affairs **increases the province's awareness of the economic potential of its bilingual workforce and its French language resources**. In partnership with ministries involved in economic development activities, the Office gathers and shares data on Francophones' contributions to the development of new business investments and job creation.

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## 1997-98 MINISTRY SPENDING BY CORE BUSINESS — INTERIM ACTUALS\*

<b>OFFICE OF FRANCOPHONE AFFAIRS</b>
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\$1,800,000* - 20 staff
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<u>Core Business 1</u>	<u>Core Business 2</u>	<u>Core Business 3</u>
Act as key advisor to the Government on Francophone affairs and the provision of French language services	Foster the Francophone community's contribution to the social, economic and political life of the province while supporting its language and culture	Increase awareness of the economic and social advantages of Ontario's French-speaking population and its French language resources
\$790,000 - 10 staff	\$506,000 - 5 staff	\$504,000 - 5 staff

The Office of Francophone Affairs receives internal administrative services from the Ministry of Finance.

Note: Staff numbers are full-time equivalents.

\*PSAAB based



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# 1998-99 MINISTRY APPROVED ALLOCATIONS BY CORE BUSINESS — PLAN\*

<b>OFFICE OF FRANCOPHONE AFFAIRS</b>
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\$2,613,700* - 20 staff
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<b><u>Core Business 1</u></b> Act as key advisor to the Government on Francophone affairs and the provision of French language services  \$1,110,000 - 10 staff	<b><u>Core Business 2</u></b> Foster the Francophone community's contribution to the social, economic and political life of the province while supporting its language and culture  \$500,000 - 5 staff	<b><u>Core Business 3</u></b> Increase awareness of the economic and social advantages of Ontario's French-speaking population and its French language resources  \$1,003,700 - 5 staff
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The Office of Francophone Affairs receives internal administrative services from the Ministry of Finance.

Note: Staff numbers are full-time equivalents.

\*PSAAB based. Amount includes federal portion of funding under Canada-Ontario Agreement on the Promotion of Official Languages which is in the process of being re-negotiated.

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## KEY STRATEGIES

### CORE BUSINESS 1: Act as key advisor to the Government on Francophone affairs and French language services

The Office will advise the Government on issues of importance to the Francophone community and recommend appropriate strategies and approaches to address these matters. As well, the Office will implement, in partnership with all ministries, a global approach for French language services which reflects the Government's new priorities and way of doing business. The Office will also participate proactively in corporate initiatives that will enhance the delivery of Government services in French.

The Office will advise key ministries on strategies for the continued provision of French language services by municipalities in designated areas as a result of the Local Services Realignment initiative.

Within the Agenda for Action initiatives on the prevention of violence against women, the Office will, in partnership with ministries and key community organizations, coordinate the implementation of key services for Francophone women who are victims of violence.

The Office will participate, with other provincial governments and the Government of Canada, in the development of a better coordinated and cost-effective approach to the delivery of services to the country's official language minority communities. More importantly, the Office will secure a five-year intergovernmental agreement on the Promotion of Official Languages with Canadian Heritage. This agreement will support the enhancement of French language services delivery in Ontario.

### CORE BUSINESS 2: Foster the Francophone community's contribution to the social, economic and political life of the province while supporting its language and culture

The Office will maintain close links and consult with the Francophone community, and communicate the Government's directions and initiatives on French language issues and services to the Francophone community.

The Office will collect and analyse data on Ontario's Francophones and their community organizations in order to promote better understanding of this population and support community and government initiatives.

As well, the Office will work in partnership with key Francophone community stakeholders to assist them in planning activities to support their language and culture.



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## CORE BUSINESS 3: Increase awareness of the economic and social advantages of Ontario's French-speaking population and its French language resources

The Office will work with ministries and community partners to foster initiatives that support Francophone economic development. In addition, the Office will promote Ontario's bilingual capacities and French language resources provincially and nationally. It will consult clients and partners regarding the Francophone community's participation to the Government's economic development activities.

# KEY PERFORMANCE MEASURES

<b>CORE BUSINESS 1: Act as key advisor to the Government on Francophone affairs and French language services</b>			
<b>Goals/Outcomes</b>	<b>Measures</b>	<b>Targets/Standards</b>	<b>98-99 Commitments</b>
Francophones have access to government services in French in designated areas of the province.	All clients in designated areas who ask for services in French receive them in a quality comparable to that for services in English.	Increase rate of customer satisfaction with government services offered to the public.	In partnership with ministries, develop a corporate mechanism to assess clients' rate of satisfaction with government services in French.
			In partnership with ministries and community organizations, implement key services for Francophone women victims of violence.
		New service delivery partners in designated areas provide services in French in the areas of health, community and social services and justice.	Key ministries develop strategies that ensure the continuous provision of services in French by municipalities as part of the Local Services Realignment initiative.
	All clients receive relevant and efficient information, advice and support from the Office.	Achieve 90% customer satisfaction rate by the year 2000.	Revamp all communications tools to increase relevance and outreach and to increase satisfaction level to 85%.
		Projects funded under the new Canada/Ontario Agreement on the promotion of Official Languages meet the business plan's objective of both levels of Government.	Secure a five-year inter-governmental agreement with the Government of Canada aimed at promoting the cultural and economic development of Ontario's Francophone community and enhancing services in French.



**CORE BUSINESS 2: Foster the Francophone community's contribution to the social, economic and political life of the province while supporting its language and culture.**

Goals/Outcomes	Measures	Targets/Standards	98-99 Commitments
Francophones contribute to the social, economic and political life of the province while maintaining their language and culture.	Clients receive accurate information on profiles of the Francophone community and Government initiatives.	Expand client base from 27,000 to 28,000.	Develop and distribute new communications tools and information material on Ontario's Francophones and their organizations, and add 1000 names to main contact list.
		All Francophone households and organizations throughout the province have been contacted at least once by the year 2000.	Increase the rate of Francophone households reached through direct mail campaign from 60% to 80%.

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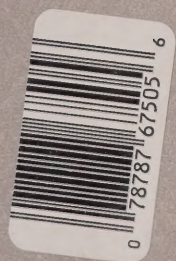
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